



sano®

Dun & Bradstreet's "Strength" Ranking

RANK 2009	Company	Sector	Rank 2009 (by Sector)	Secondary Rankings by Parameters				RANK 2008
				Ranking by Market Value	Ranking by Net Profit	Ranking by Equity	Ranking by Operating Income	
90	012 Smile ●■	Service & Trade Companies	*	68	65	80	74	—
91	Sano ■	Industrial Companies	56	59	61	92	76	97
92	Hadera Paper ●■	Industrial Companies	86	64	62	75	90	—
93	Neto ■	Industrial Companies	37	76	60	98	60	—

Service & Trade Rankings

Dun & Bradstreet (Israel) publishes a yearly listing of Israel's largest service and trade companies. The companies are classified in the listing according to operating revenue (NIS), calculated according to specific guidelines for the year ending December 31, 2008. Operating revenue figures include subsidiary companies.

Wholesale distribution of consumer products & general

	Company	Operating Rev		Net Profit		Equity	Employees		Parent Company	Main Rank 2009 Trade & Services
		NIS Millions	Change (%)	NIS Millions	Profitability (%)	NIS Millions	No.	O. Rev. per Employee NIS ('000)		
1	Diplomat	1,710.0	17.7	—	—	105.0	1,009	1,694.7	Ramon Cosmetics	34
2	Globrands	974.1	85.1	—	—	—	150	6,494.3	Globrands Holdings	60
3	Southern Marketing Co.	756.8	0.6	—	—	111.5	261	2,899.7	Sano-Bruno's Enterprises	82
4	Amir Marketing & Investments in Agriculture ■	744.1	1.2	20.4	2.7	123.8	156	4,769.9	Amir Supply Company	84
5	Schestowitz	690.0	3.0	—	—	—	1,200	575.0	—	94

* A subsidiary of a ranked company | ● Company shares are traded abroad | ■ Company shares are traded in Israel | ▲ Estimated figures

sano®



Sano-Bruno's Enterprises Ltd.

2009

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Dun's 100 2009
Israel's Largest Enterprises



Decide with Confidence

Sano-Bruno's Enterprises Ltd.



Bruno Landesberg
CEO

Alexander Landesberg
President

ESTABLISHED
1965

LINE OF BUSINESS

Manufacture, Development and Marketing of: Cleaning Products for Household, Industrial and Personal Use; Pesticides; Insect Repellents; Diapers; Toiletries and Cosmetics; Household Papers

Sano-Bruno's Enterprises Ltd. is Israel's leading manufacturer of non-food items including cleaning and home care products. The company markets the broadest range of cleaning solutions for the household, industrial and institutional sectors. Sano stresses innovation, quality, value for money and environmental concerns, and is a market leader in hundreds of items including toiletries, diapers and paper products, detergents, cleaning liquids, air fresheners, pesticides and insect repellants.

In 1965, Bruno Landesberg founded Bruno's Enterprises to manufacture cleaning products. Since 1982, the shares of Sano-Bruno's Enterprises have been traded on the Tel Aviv Stock Exchange (TASE).

Marketing and Sales

Sano markets its products to the retail sector in Israel through the Southern Marketing Company Ltd. (SMC), which is one of the largest distribution organizations in Israel, with access to virtually every food and retail outlet. Sano Professional Ltd. serves the institutional market, which includes public institutions, hospitals, hotels, dining halls and communal organizations. SMC and Sano Professional Ltd. market hundreds of products to thousands of customers, working both independently and as Sano's marketing and distribution arm.

Impressive Performance

Sano recorded the 65th best performance during 2006 for companies traded on the TASE, according to the total range of financial results. The company has also enjoyed a major rise in sales and profitability in 2007 with sales reaching \$260.8 million and net profit rose up to \$23.7 million.

In 2008 Sano increased its sales volume by 9% reaching a total of \$301.8 million. The company was ranked 56th among the largest industrial companies by sales volume.

Protecting the Environment

Sano makes strenuous efforts to ensure that products do not damage the environment. The company was one of the first worldwide to introduce aerosols that do not harm the ozone layer. Sano's refill bags account for about half its products, greatly reducing the volume of garbage. All products meet the strictest international environmental standards.

Research Enhances Quality

All Sano's products enjoy ISO 9001:2000 certification. Through market research, the company anticipates customer needs and pays close attention to innovation, quality assurance and attractive presentation. R&D is the cornerstone of Sano's success with research teams developing products that are uniquely suited to the Israeli climate and consumer needs. Consequently, local

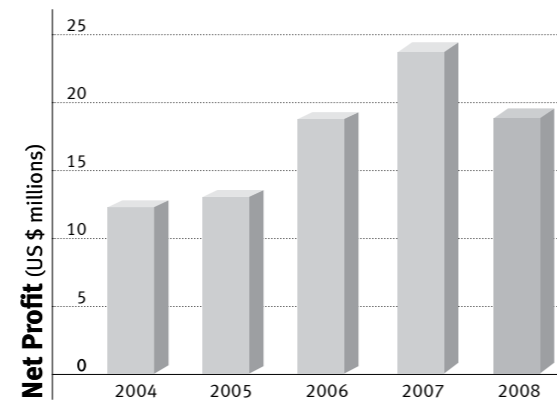
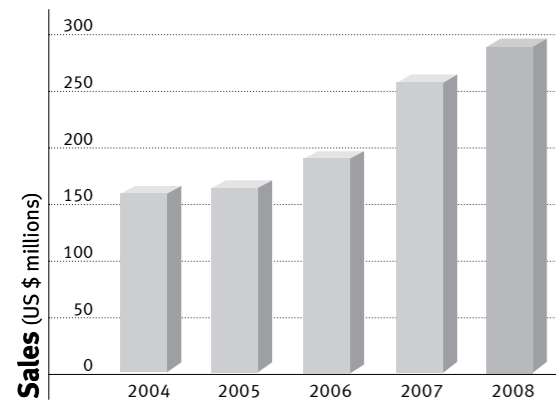
consumers continue to prefer Sano despite fierce competition from international competitors.

Broad Product Range

- Cleaning materials and detergents: cleaning materials, window cleaners, bathroom cleaners, floor cleaners, oven cleaners, dishwashing liquids.
- Air fresheners, polishes and anti-scale materials.
- Insecticides, repellants for crawling and flying pests, reusable packaging.
- Washing powders and softeners, stain removers and accessories, carpet and fabric cleaners, ironing accessories.
- Diapers and paper products: diapers, adult diapers, kitchen and toilet papers, plastic bags and tin foil.
- Toiletries, baby cosmetics and hygiene products: hair shampoo and conditioner, body lotions and creams, baby soaps, creams and shampoos.
- Trade in raw materials and commodities.

International Operations

Sano maintains an efficient Export Department, and has marketing organizations in Europe and North America, where the company's products are sold under Sano label. The company's subsidiaries overseas distribute and market Sano products. The countries in which the subsidiaries operate are: Romania, Hungary, Ukraine, Latvia, Moldova and Cyprus.



Industrial Rankings

Dun & Bradstreet (Israel) publishes a yearly listing of Israel's largest industrial companies. The companies are classified in the listing according to sales (NIS), calculated according to specific guidelines for the year ending December 31, 2008. Sales figures include subsidiary companies.

Largest Industrial Companies by Sales Volume

RANK 2009	Company	Sales		Exports/Overseas Sales			Net Profit		Equity	Employees		Parent Company	Sector	RANK 2008
		NIS Millions	Growth (%)	NIS Millions	Change (%)	% of Total Sales	NIS Millions	Profitability (%)	NIS Millions	No.	Sales per Employee NIS (000)			
54	Yehuda Welded Mesh	1,100.0	10.0	140.0	16.7	12.7	—	—	—	750	1,466.7	D.B.I.C. International Finance & Management	Metal Products	64
55	Iskoor	1,095.2	-3.6	11.2	17.9	1.0	—	—	316.9	360	3,042.2	Macsteel Global B.V.	Metal Products	57
56	Sano ■	1,083.1	9.3	98.8	54.5	9.1	70.1	6.5	429.6	1,400	773.6	—	Chemicals, Minerals, Refinery	66
57	Tosaf	1,058.4	-1.7	663.7	-2.6	62.7	—	—	—	530	1,997.0	Megides A.M.A. Assets 2000	Plastics, Rubber & Glass	54
58	Alvarion ●■	1,009.2	18.9	1,005.1	18.9	99.6	-19.6	-1.9	820.9	994	1,015.3	—	Producers of Comm. Equip. & Sys.	68
59	Miloubar	1,003.0	24.6	—	—	—	—	—	—	70	14,328.6	Mishkey Hamifratz, Jezreel, Upper Galilee	Agricultural Inputs	76
60	Inrom Industries	1,000.0	—	—	—	—	—	—	—	1,400	714.3	—	Building Products & Infrastructure	—

Largest in Chemicals, Minerals & Refinery

RANK 2009	Company	Sales		Exports/Overseas Sales			Net Profit		Equity	Employees		Parent Company	Main Rank 2009 Industry
		NIS Millions	Change (%)	NIS Millions	Change (%)	% of Total Sales	NIS Millions	Profitability (%)	NIS Millions	No.	Sales per Employee NIS (000)		
5	Gadiv Petrochemical Industries	1,953.4	4.5	1,654.5	2.7	84.7	22.6	1.2	713.9	94	20,780.3	Oil Refineries	*
6	Israel Petrochemical ■	1,704.9	21.1	1,110.8	88.1	65.2	-92.1	-5.4	-266.4	534	3,192.7	Modgal Industries	35
7	Sano ■	1,083.1	9.3	98.8	54.5	9.1	70.1	6.5	429.6	1,400	773.6	—	56
8	Dor Chemicals ■	630.2	8.5	117.9	10.0	18.7	35.4	5.6	198.9	179	3,520.5	Dankner Group	92
9	Gadot Biochemical Industries ■	566.2	25.4	547.4	26.3	96.7	-14.3	-2.5	207.7	357	1,586.0	Delek Group	106
10	HBO	371.7	53.1	203.7	70.0	54.8	—	—	—	53	7,013.8	Oil Refineries	*

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